

SANTA FE NEW MEXICAN

THE NEW MEXICAN PRINTING COMPANY PUBLISHERS.
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OFFICIAL PAPER OF SANTA FE COUNTY.

The New Mexican is the oldest newspaper in New Mexico. It is sent to every postoffice in the Territory, and has a large and growing circulation among the intelligent and progressive people of the Southwest.



NEW MEXICO LEADS.

In comparison with most recent farm statistics of some of the eastern and middle western states, separately or as a whole, the farms of Washington, Oregon, California, Idaho, Nevada, Utah, Arizona, Montana, Wyoming, Colorado and New Mexico make an interior showing. But in the aggregate, the figures given for those western states today by the Census Bureau, are enormous. The value of the farm lands and buildings in the census year was \$3,786,548,000, an increase of two hundred per cent in ten years. The farms numbered 369,244, an increase of 52 per cent, and of these only \$8,173 were mortgaged. The total acreage in these farms exceeds 110,000,000 acres, but the improved area is only 37,853,000 acres.

That the West is the country of large farms is apparent from the fact that the average area of a western farm is 299 acres; 14,462 farms had more than a thousand acres, while almost sixty per cent of the farms had more than one hundred acres. The average value per acre of farms and buildings was \$44.22; the amount of fertilizers used on the vast area was only \$2,425,000. Negroes and other non-white farmers cultivated 11,235 farms, while 358,009 farms were in white hands. Decreases in farm acreage are reported in Arizona, 36 per cent, Utah, 19 per cent, and in California, 3 per cent. The increases are New Mexico leading with 119 per cent, Idaho 64 per cent; Montana, (excluding the Crow Indian reservation for 1900), 62 per cent; Colorado, 42 per cent; Washington, 37 per cent; Oregon, 15 per cent; Wyoming, 5 per cent; and Nevada, 1 per cent.

The report shows a decrease in the improved acreage of California of 5 per cent. Increases are recorded in each of the other states. These increases, in the order of their importance, are: New Mexico, 348 per cent; Montana (excluding the Crow Indian Reservation, for 1900), 110 per cent; Idaho, 96 per cent; Colorado, 89 per cent; Washington 82 per cent; Wyoming 59 per cent; Arizona, 37 per cent; Utah, 31 per cent; Nevada, 30 per cent; and Oregon, 28 per cent.

An increase in the total value of farm land, exclusive of buildings, is reported in every state, the largest relative increase being in Idaho, 518 per cent. The other increases in the order of their importance are: New Mexico, 469 per cent; Washington, 419 per cent; Montana (exclusive of the Crow Indian reservation in 1900), 394 per cent; Colorado, 300 per cent; Wyoming, 279 per cent; Arizona, 269 per cent; Oregon, 262 per cent; Nevada 163 per cent; Utah, 146 per cent; and California, 109 per cent.

Each state shows a material increase in the total value of farm buildings. These increases, in the order of their importance are: Idaho, 267 per cent; New Mexico, 263 per cent; Washington, 233 per cent; Colorado, 183 per cent; Montana (excluding the Crow Indian Reservation in 1900), 164 per cent; Wyoming, 154 per cent; Oregon, 127 per cent; Arizona, 117 per cent; Nevada, 83 per cent; California, 71 per cent; and Utah, 69 per cent.

The reported value of farm implements and machinery was \$115,577,000 in 1910, as against \$52,898,000 in 1900, an increase of \$62,679,000, or 118 per cent. Each state shows a considerable increase. Stated in the order of their relative importance, they are: New Mexico, 256 per cent; Idaho, 217 per cent; Montana 187 per cent; Wyoming, 176 per cent; Colorado, 169 per cent; Washington, 166 per cent; Arizona, 133 per cent; Oregon, 102 per cent; Nevada, 75 per cent; California 71 per cent; and Utah, 52 per cent.

NEW MEXICO DRY FARMERS.

The creation of a thorough working organization of the dry farmers of New Mexico and their affiliation with the International Dry Farming Congress under the leadership of Dr. W. E. Garrison is a very timely proposition. There must be a systematic campaign of education that will in a measure obviate the disasters which have befallen many dry farmers the past few years and again threaten them this year, despite the unusually heavy rains in July which keyed high the hopes for an abundant crop. But the average farmer took no measure to store in the soil a portion of the five to eight inches of rain that fell in July. He permitted the surface of his fields to crust and the moisture to evaporate and as a consequence there are already coming walls that the hot sun of the past two weeks has withered the fields, that crop failure is imminent unless rains set in immediately. Says the Moriarty Messenger:

"Crops which received no cultivation immediately after the last rain are beginning to show the effect of the dry spell. A large amount of moisture fell in July but it doesn't take many days to sap the moisture when the weeds are allowed to grow or the land allowed to bake."

If the association does nothing else but impress the farmer that crops cannot be raised on New Mexico's arid mesas and plains under the same methods as in Pennsylvania or in Illinois, a great good will be accomplished.

THE MODEL UNION.

Today at San Francisco, meets the International Typographical Union, whose more than 50,000 members are setting an example of rational labor unionism that has won them the respect of employers everywhere. For many years, the New Mexican Printing Company has been a union shop, and the relations with its employees as a whole, have been always of the pleasantest. There never has been a clash with the International Union, although the New Mexican is the only union labor shop in Santa Fe county. One of the greatest questions that the International has set itself to solving is that of apprenticeship, for under the keen modern competition and price-cutting few employers take the bother of training apprentices, but the International deems it sound principle to train apprentices and is helping them by a recently established school.

"Schemes and theories concerning trade education appear with great regularity in magazines and daily papers. A booklet issued by the educational commission of the International Typographical Union proves that that organization is doing practical work. The publication contains proof in the shape of specimens of work done by students before and after taking the Union's Course in Instruction in Printing and grateful expressions of others who tell what this course has done for them. One apprentice says his wages have been almost doubled while a journeyman declares the lessons teach the printer how to think and create. There is a handsome frontispiece, which demonstrates that the creative faculty is being developed among compositors.

"These lessons are given by the correspondence method, and in three years more than twenty-three hundred students have been enrolled. It has won worldwide fame, as the government of New South Wales has asked permission to adopt a portion of these lessons in a printing course provided by that state. The American lessons are also being taken by some of the teachers of typography in France and other countries.

"The I. T. U. Course, as these lessons are popularly known among printers, is sold for less than actual cost. This is possible because the International Typographical Union defrays all promotional expenses and returns twenty-five per cent of the fee to each student who finishes the lessons with ordinary intelligence. The union's purpose is to improve the efficiency of the craft, for in the skill of its members it finds its greatest weapon for offense and defense."

GOOD FOR COLFAX COUNTY.

Bully for Colfax county! It has turned a new leaf. The Raton Daily Range says so, and it is in position to know. The change of front occurred on April 1, All Fools' Day, but that is not significant. Colfax county is going to be good henceforth. The reform is permanent, at least as long as so vigorous a judge as Hon. Clarence J. Roberts is on the bench. No more prizefights, no more Sunday saloons, no more Red Lights, no more law breaking nor law avoidance, no more hushing up of transgressions.

But let the Range speak for itself: "Colfax county has not had a 'boxing contest' since March, and both participants of this are in the hands of the law. Furthermore, if the New Mexican had kept wide awake, this fact would have reached it through the newspapers. As far as saloons being open on Sunday is concerned and our 'wide-open policy' in camps throughout the county these are fabrications pure and simple. There has not been a saloon open on Sunday in any of the camps, towns or villages since April. We venture to make a statement and agree to substantiate it with figures to the effect that there is less lawlessness in all our camps than in the city of Santa Fe—although they have at least an equal number of citizens."

From all of this it can be seen that the Range is shoulder to shoulder with the New Mexican in working for the ideal—the observance and enforcement of law by those entrusted with that duty—And why shouldn't it?

BUT A SIGN OF THE TIMES.

It would be a rather disquieting sidelight on New Mexico's prosperity to be told that the incorporation fees paid by the Territorial Secretary to the Territorial Treasurer during the past fiscal year were less than one half of those in the previous year, in fact, less than the fees collected during the third quarter of the year preceding, were it not for the fact that New Mexico has held up wonderfully well, while the rest of the country has been under a financial depression that has resulted in cessation of railroad construction, in the withdrawal of huge sums from the investment market, the closing down of mines and mills. What New Mexico has lost in the amount of outside capital entering to exploit its resources, it has made up by thousands of farmers settling upon its dry farm lands and bringing with them all the way from a few hundred to several thousand dollars each, and in the aggregate amounting to several millions of dollars. Had it not been for that, New

Mexico would have felt much more keenly the depression caused all over the Nation by the public policy of corporation bailing, anti-railroad legislation and socialistic agitation as manifested in such expressions of popular will as the recall, the initiative, rate legislation and other actions in restraint of enterprise, trade and capitalistic investment. Time will work a remedy and a readjustment but in the meanwhile railroad extensions, new enterprises, as well as old are at a standstill.

KEDZIE SHOULD APOLOGIZE.

Says the Western Liberal, published at Lordsburg: "Up in Santa Fe county last week the police officers discovered a poker game. They were horrified to learn that the gambling law was being violated almost in the shadows of the capitol. The gamblers were arrested and bound over to the next grand jury. The Liberal would suggest to these gentlemen that they send for the district attorney of Grant county to defend them. It is understood that he holds that there is no law in the territory against playing draw poker, and he has never attempted to convict a man of playing that game, and the game is a favorite pastime in Silver City, Lordsburg and the various camps in the county."

This is a reflection upon Santa Fe. As far as the New Mexican can learn, there has been no attempt to put the kibosh on the poker games that are allowed to be running weekdays and Sundays, day and night, in Santa Fe. Only last week, the leading reformer of the town, so the New Mexican is informed, joyfully cleaned up the jack-pot and bankrupted a number of professionals who had been laying for him, thus proving himself as mighty at poker as he is in scenting graft and smiting the grafter. No stranger with \$600 or \$700 jingling in his pockets that he does not know what to do with, need fear that he cannot be accommodated by some poker layout or the other, when he comes to Santa Fe, where it is as well understood as at Lordsburg that the law is powerless to clean up that kind of gambling which is affected by some of the best and most high-minded citizens of this balliwick. Don Kedzie better apologize.

THE BLESSEDNESS OF WORK.

To him who has to work, eight hours a day is more than sufficient. To him who likes to work, sixteen hours often do not seem enough.

To him who has to work it is a task. To him who likes to work it is a joy, a privilege, whether it be washing dishes or painting masterpieces.

Work is the cure for all the ills of the body politic and for most of the ills of the physical body. Willingness to work differentiates man from the beast of burden that works because it is compelled.

Work is the path, and the only path to happiness. The man who likes to work has solved the problem of how to be happy, the man who has to work does not find happiness until he begins to like his work.

The man who likes to work becomes like unto a god, for he has become a creator.

In the words of George Bernard Shaw: "The harder I work, the more I live. I rejoice in life for its own sake. Life is no 'brief candle' for me. It is a sort of splendid torch."

The New Mexican has to hand the neatly printed and well arranged premium list of the Albuquerque, or rather the New Mexico, State Fair. It shows that there will be every kind of attraction at the great exhibition which annually attracts more and more people to the Duke City. The incongruous fact, that the premium for the swiftest horse is \$1,000 and for the finest painting only \$1.00, is not a reflection on the fair management, but rather a tribute to its discernment of the popular spirit, which nowadays would neglect the most important task to see a baseball game and pay an entrance fee, but is too lazy to go to the most instructive and interesting lecture by a great scientist, even if offered free transportation. Of course, there are exceptions, especially in Santa Fe, where a broad spirit of culture is beginning to permeate many circles since the establishment of the School of Archaeology, but outside of that, a horse race as against a painting is still a thousand to one shot.

The feeling against the negro, the discrimination against him on every possible occasion, are as virulent in the North as in the South. At Denver, this week, meets a negro congress, to which 2,500 delegates were expected, but practically every hotel closed its doors to the colored man. At Farmersville, Texas, last week, a negro was lynched because he had spoken insultingly to a girl over the telephone. The crimes or white men against womanhood in the same sections go unpunished very often, but the negro is expected to be better, lotter, cleaner morally politer than his white critic, and if he isn't he is lynched, and that in Ohio and Colorado "at-lee same" as in Texas or in Mississippi. Christianity hasn't even punctured the skin of the average white man when it comes to race and color prejudice.

If it is true, as a correspondent of the New Mexican states today in a communication that the Santa Fe Trail Marker at Glorieta was placed half a mile north of the Old Trail, it should be removed immediately to the old road. The ideal place for it seems to be under the big cottonwood trees adjoining the road and close to the well dug and walled by the federal government opposite the ruins of the old road house. Nearby is the battlefield, which will some day be a state or national park and upon which several monuments to commemorate the bravery of the men from Colorado and New Mexico who saved the southwest to the Union in a furious two days' battle, and the sublime courage of the men from Texas, who stubbornly resisted, should be placed. And it not been for that, New

How About That Fire Insurance?

IS YOUR PROPERTY FULLY PROTECTED?

Think About It!

Then Act!

THE MOULTON-ESPE COMPANY

GENERAL AGENTS, : : : SANTA FE, N. M.

Santa Fe Planing Mill

UNDER NEW MANAGEMENT.

Sash, Doors, Mouldings, Casings, Base, Window Frames, Door Frames, Dry Run Flooring, Wainscoting, Ceiling, Custom Work.

Office, Bar, Bank and Church Fixtures; also General Cabinet Work, Turning, Odd Jobs and Custom Work. All work guaranteed satisfactory and prices reasonable.

We solicit a liberal share of your patronage. Estimates cheerfully furnished.

Plans, Specifications, Etc. P. M. HESCH, Jr. & SON

SHORT-CUT PHILOSOPHY.

If you have a dollar to spend for advertising you can afford to spend ninety cents of it on your own education.

Just because the tortoise beat the hare, don't settle down to be a tortoise. Be a hare, but not that kind of a hare.

The most distressing thing about opportunity is that it lies just beyond a comfortable loafing place.

One reason some people can't rest is because they don't work enough to become tired.

A critic is a fellow who can tell better how a thing ought to be done than he can do it himself.

You cannot measure the value of a man's work by the number of hours he sits at his desk.

The unlucky man is the one who puts on a chest protector and then gets hit in the back.

THE POWER OF ADVERTISING

How It Has Built Up a Great Correspondence School at Scranton, Pa., in a Few Years.

The International Textbook company, proprietors of the International School of Correspondence of Scranton, Pa., is an excellent illustration of what can be accomplished by advertising. In 1891 Thomas J. Foster was the editor and publisher of a little weekly paper in the mining town of Shenandoah, Pa. He noticed that his paper published a great many reports of accidents in mines, and he made an investigation. He reached the conclusion that these accidents were largely due to ignorance, and after much thought and study, started a query column in his paper, looking to the explanation of these accidents, and suggestions as to how they could be prevented.

The column was so successful that the plan broadened out. He made his paper a mining journal, and eventually published a textbook for mine foremen.

His correspondence grew so fast that he decided to open a correspondence school for miners. One thought after another developed, until today there are 214 courses of study arranged by this institution, and it employs 3,400 persons. No fewer than 1,400,000 students have studied with it, and at the present time there are 100,000 students engaged in active study, and the work is being done all over the world.

All this tremendous business was the result of judicious advertising. The school is now advertising in 71 magazines and over 2,000 newspapers in the United States alone, in addition to the other forms of advertising used, and is spending at least a quarter of a million dollars annually for this. The company is capitalized at more than \$4,000,000, and for years has paid a dividend annually of ten per cent.

The Value of Printers' Ink. "I know a dealer in surgical instruments in New York city who is making a fortune out of a contrivance of his own invention, concerning which there is a story," said M. E. J. Stilton, a Manhattan traveling man.

"It is a clever thing, and in the beginning many medical men advised their patients to buy it. But few of them do so now, because of a feud that sprung up between them and the dealer. Knowing that the inventor and seller was making at least \$12.50 clear profit on every instrument he sold, the doctors thought it nothing more than right that they should get a fair commission on the sale of each instrument bought through their recommendation. The dealer on being approached gave a most emphatic negative. He had a good thing—his own genius had evolved it—and he did not propose to surrender of a nickel to any outsider.

"This amounted to a declaration of war. The M. D.'s quietly put him on their black list and sales dropped for a while in a most discouraging way. But the dull times didn't last. The dealer, always resourceful, bethought him of the newspapers. Here were as good allies possibly as those who had forsaken him. As a matter of fact, I think he has fared better since he has sought the advertising columns.

"I know personally that it takes 24 stenographers, working long hours, to attend to his daily business and that it is paying him a net revenue close upon \$200,000 a year. In that other period, when he relied solely on his

personal indorsements of his article, his sales were not one-half what they are today."

The advertising that will barely stand upon its merits is the sort that is almost certain to fall down some day upon the man who set it up.

A Question. Van Swagger—I say, old man, you have no idea what a stunning new car I've got? Why, it runs so smoothly you can't feel it at all! Not a bit of noise, no chugging—you can't hear a sound. And it's positively odorless—can't smell a thing! And as for speed—why, it fairly whizzes! You simply can't see it go by!

Van Waggen—H'm, old man. Must be a fine car! Can't feel it, can't hear it, can't smell it, can't see it! How do you know it is there?—Judge.

Quite a Different Thing. Said the lovely girl: "Physical culture, pa, is perfectly fine. To develop the arms, I grasp this rod by one end and move it slowly from right to left."

"Well, well!" exclaimed her father. "What won't science discover? If the rod had some broomcorn on the other end of it you'd be sweeping."—Christian Register.

GOT AT A BARGAIN.

Miss Chance—Miss Parvenue has a splendid collection of portraits of her ancestors. Where did she get them?

Mr. Wise—At a rummage sale, most likely.

The Unexpected Sneeze. A teacher was giving her small charges a lesson in politeness.

"Now, when," said she, "should you say 'excuse me, please?'"

There was a moment's silence. Then a very small boy put up his hand.

"Well, Johnnie?"

"Please, ma'am, you should say excuse me, please, when you sneeze at the table and don't turn away your head so quick enough."

Touching Self-Denial. "I'll give you \$2 a day if you'll work for me," said Farmer Corntossel.

"Boss," answered Plodding Pete, "I know puffy well that all de work I'd do wouldn't be worth a plugged quarter. I'm tempted, boss, but I resist. Although poor, I still have a conscience."

HOW SHE LEARNED THEM.

"Mrs. Jinks says her husband tells her all his secrets."

"My! he must be a model."

"No. He talks in his sleep."

Vengeance. "Lives there a man with soul so dead Who never to himself has said, 'When some chance knave has snatched my free, I'll like to shoot him in the eye?'"

R. J. PALEN, President. J. B. READ, Cashier.
 L. A. HUGHES, Vice-President. F. McKANE, Assistant Cashier.

THE FIRST NATIONAL BANK

OF SANTA FE.

THE OLDEST BANKING INSTITUTION IN NEW MEXICO. ESTABLISHED IN 1870.

Capital Stock, : : : \$150,000
 Surplus and Undivided Profits, 80,000

Transacts a general banking business in all its branches. Loans money on the most favorable terms on all kinds of personal and collateral security. Buys and sells bonds and stocks in all markets for its customers. Buys and sells domestic and foreign exchange and makes telegraphic transfer of money to all parts of the civilized world on as liberal terms as are given by any money transmitting agency public or private. Interest allowed on time deposits at the rate of 4 per cent. per annum, on six months' or years' time. Liberal advances made on consignments of livestock and products. The bank executes all orders of its patrons in the banking line, and aims to extend to them as liberal treatment in all respects as is consistent with safety and the principles of sound banking. Safety deposit boxes for rent. The patronage of the public is respectfully solicited.

The Palace Hotel

William Vaughn, Prop.

One of the Best Hotels in the West

ROOMS IN SUITE WITH PRIVATE BATH

Cuisine and Table Service Unexcelled

Large Sample Room for Commercial Travelers

SANTA FE, NEW MEXICO WASHINGTON AVENUE

MONTEZUMA HOTEL

RECENTLY OPENED, IS SANTA FE'S IDEAL COMMERCIAL TRAVELERS' HOTEL.

Thirty seven rooms, newly and neatly furnished, well lighted and ventilated, Rooms en suite with private bath and phone.

FINE SAMPLE ROOM.

CHEERFUL DINING THOS. DORAN RATES \$2.50 TO
 ROOM. FINE CUISINE Proprietor. \$3.00 A DAY

Coronado Restaurant

Short Orders run Day & Night. Regular Meals 25c.

Furnished rooms in connection. Hot & Cold Baths, Electric Lights

222 San Francisco Street. G. LUPE HERRERA, Prop.

Wells Fargo & Co. Express

General Express Forwarders

TO

All Parts of The World

Save Money and Inconvenience by Purchasing Wells Fargo Domestic Money Orders, Travelers' Checks and Foreign Money Orders

Payable Through U. S., Canada, Mexico and all Foreign Countries

REMITTANCES SENT BY TELEGRAPH

J. D. BARNES, Agent.

MULLIGAN & RISING

FUNERAL DIRECTORS

DAY & NIGHT 130 RED 108 PALACE

Picture Framing Tastefully and Satisfactorily Done.

SOFT DRINKS

Telephone Red 25 and have your orders delivered.

The following are suggested to the thirsty as something cool and inviting

GINGER ALE, WILD CHERRY, LEMON SODA, IRON BREW

ROOT BEER, KIDNEY FIZZ, COCA COLA, etc.

Genuine Arctic Spring Mineral Water.

All drinks made from SANTA FE BOTTLING WORKS PURELY KECK, Proprietor.

City Property, Farms and Ranch Lands

The EASLEY REALTY CO., Laughlin Bldg., Santa Fe, N. M.

MABEL EASLEY, Business Manager.

Special Attention Given to Collection of Accounts and Rents